

# Delaware State Parks offers unique advertising opportunity

**DOVER** – For the third year, DNREC's Division of Parks & Recreation will offer local businesses the opportunity to promote their business on the beaches while supporting the beach patrol. Beginning today, businesses will be able to purchase space on lifeguard stands at Cape Henlopen's Main Beach Bathhouse, Delaware Seashore State Park beaches (Tower Road Beach and Indian River Inlet), and Fenwick Island's State Line Beach. In addition, the Water Park at Killens Pond State Park has been added and will offer advertising on all lifeguard stands.

"This program was very successful last year and local business owners are already inquiring about participating this year," said Karen Minner, the division's Internship and Grants Program Administrator. "Delaware's state parks are primarily self-funded, collecting roughly 65 percent of operating expenses from fees and other funding opportunities like the lifeguard stand program."

Delaware State Parks includes miles of ocean beaches at Cape Henlopen State Park in Lewes, State Line Beach at Fenwick Island and Delaware Seashore State Park south of Dewey Beach. Every year, more than 2.3 million beach-goers visit these beaches.

Each stand at the beach locations can accommodate signs on the north and south sides and a premium location on the back. Stands at the Water Park at Killens Pond State Park can accommodate signs on the back of the stands. Signs will be visible from Memorial Day weekend through Labor Day weekend.

Interested businesses and organizations may contact Karen

Minner at 302-739-9208 or [Karen.Minner@delaware.gov](mailto:Karen.Minner@delaware.gov) or visit Delaware State Parks' website at [www.destateparks.com/beachads](http://www.destateparks.com/beachads).

**Media Contact:** Beth Shockley, DNREC Public Affairs,  
302-739-9902

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